

NC 1810

.S7







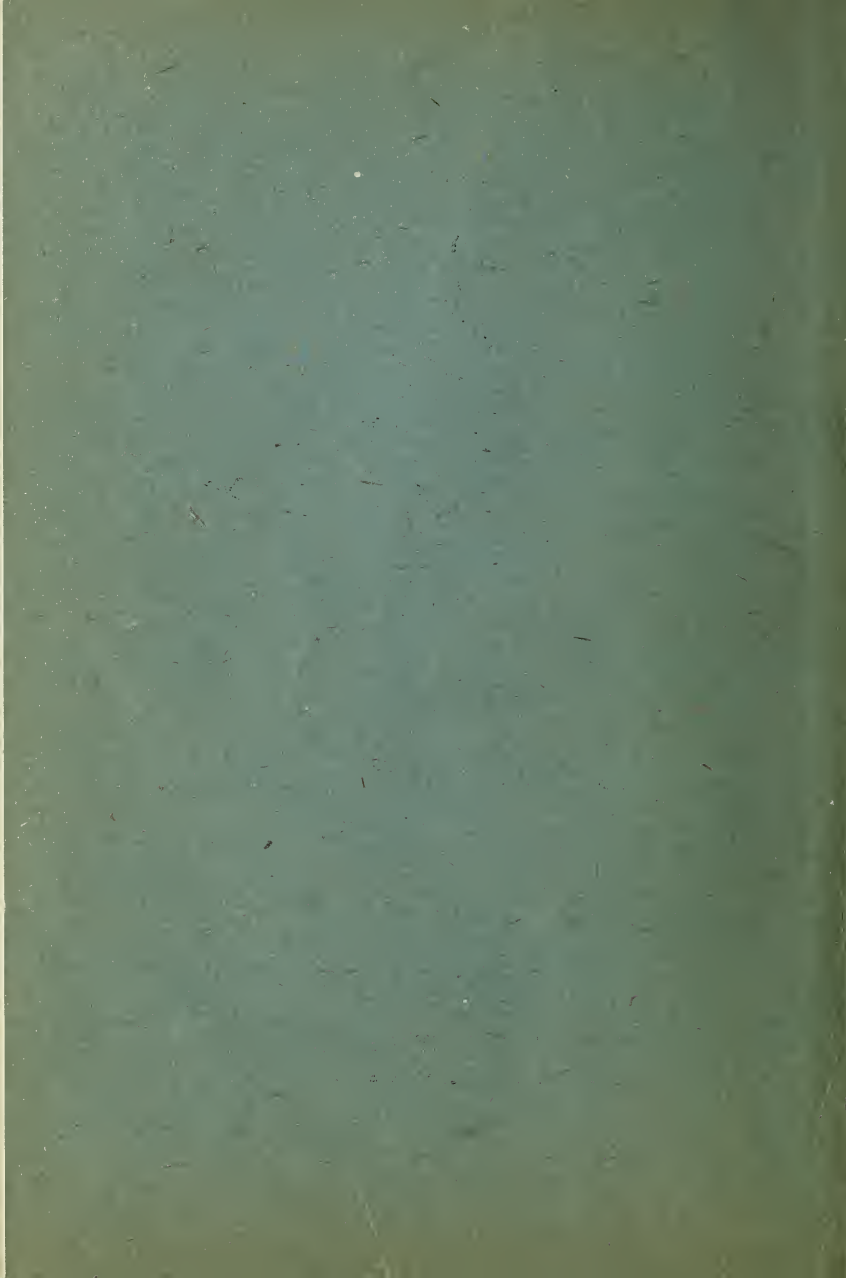
C3398  
498



Kathleen Voûts - 1919.

25 Cents per Copy

**Student Volunteer Movement**  
25 MADISON AVE., NEW YORK CITY



POSTERS *and*  
POSTER MAKING

---

---

Student Volunteer Movement  
NEW YORK CITY

NC1810  
57

*Copyright, 1920, by*  
STUDENT VOLUNTEER MOVEMENT  
FOR FOREIGN MISSIONS



MAR 19 1920

© Cl. A566113



# POSTERS *and* POSTER MAKING

This pamphlet has been produced in response to a wide spread demand on the part of students for suggestions as to the use of posters in their plans for missionary education. It is limited in its field; it is not technical; it is by no means exhaustive or conclusive; it aims rather to be suggestive and to stimulate that skill and originality in poster making which so many students possess.

Several books on advertising have been most useful in compiling this pamphlet. They are quoted frequently and students who are interested in going into a more thorough study of the subject will find the books listed below of fascinating interest and of great practical value.

- Psychological Advertising. By *J. V. Breitwieser*.  
Apex Book Co., Colorado Springs, Colo. . . . . \$0.80
- Modern Advertising. By *Calkins and Holden*.  
Appleton & Co., New York . . . . . 1.50
- The Typography of Advertising. By *Trezise*. The  
Inland Printer Co., Chicago, Ill. . . . . 2.00
- The Psychology of Advertising. By *W. D. Scott*.  
Small, Maynard & Co., Boston, Mass. . . . . 2.00
- Modern Show Card Lettering, Design and Adver-  
tising Phrases. By *W. A. Thompson*. W. A.  
Thompson, Pontiac, Mich. . . . . 1.00
- The A B C of Exhibit Planning. By *Routzahn*.  
Russell Sage Foundation, New York City. . . . 1.50

## Why Posters?

The first and most obvious work of a poster is to attract attention. This, however, does not mean that it must be bizarre or ultra-conspicu-

ous. One advertiser remarks truly that "people do not like to be clubbed into reading a thing through the use of brutally large and black letters." The poster that *really* attracts attention will be simple, well proportioned and harmonious.

A poster's second reason for being is to arouse interest or curiosity. It will start something going in the mind of the observer, which probably would not have been started without this stimulus. Posters often succeed in creating a public opinion on the campus as no other method succeeds in doing.

The third thing which a poster should do is to suggest action. Why were Liberty Loan and War Work posters scattered broadcast over the land? In order that they might not only get a large amount of attention and interest, but also leave impressions which would be largely instrumental in securing from the public the wherewithal to carry on the War and Welfare Work. And that precisely is what they accomplished. "Interest is the great factor which often leads us to so-called acts of will." Remember—85% of all knowledge is gained through the eye, and graphic presentation of facts is not only the quickest way to penetrate the consciousness of the observer; it is often the surest way of leaving a permanent impression.

It is obvious, then, that so useful a factor as the poster should not be omitted from a program

of missionary education which aims to capture attention, interest and action in behalf of the world operations and opportunities of Christianity.

### Some Fundamental Principles.

If posters are to accomplish what we have just claimed for them, certain principles—"do's" and "don'ts" must be kept in mind.

#### 1. *Know Your Constituency.*

How do the people on your campus feel and think? What are their special interests? What kind of approach can you make to them? According to experts in this line, the arguments you use should be such as are easily associated with the personal interests and the former experiences of the group with whom you are concerned. "An apt illustration, a striking analogy, going from a well known fact to one not so well known"—these are all important things to consider.

#### 2. *Let one poster express one idea.*

A poster is neither an essay nor a sermon, but an exposition of a single idea, set forth as graphically as possible.

#### 3. *Be Brief.*

Make the fewest words tell the most possible. The artists who produced posters for the Red

Cross and Liberty Loan Campaigns decided that the maximum number of words to a poster should be *ten*. For the subject which we have under consideration, perhaps a maximum of twenty-five words would not be too many. If brevity is the soul of wit, it is also the soul of the "pep" and "punch" which the average American or Canadian likes to see in posters.

4. *Let facts speak for themselves.*

Make your appeal to the emotions without preaching or moralizing, and avoid cheap sentimentality. "Anything will be remembered which wakens our emotions, whether beautiful or ugly, whether it causes us to smile or to sympathize with the sorrows of others." There are many pictures and strong statements which will awaken sympathy—"a particular mental attitude which is induced by realizing that someone else is going through that particular experience." But use these without the addition of "sob stuff." Let them make their own appeal to the intelligence and the idealism of students.

5. *Use suggestion.*

One authority says that this is the most powerful factor in advertising; he defines a suggestion as "a thought which seems to be aroused by an individual in his own mind, but which really comes from some external source." Suggest whatever you wish to your observer, but

don't insult his intelligence by telling him what you want him to see.

6. *Get a good "make-up."*

A rectangle, in the ratio of three to five has been found the most pleasing form for a poster. Break up your wording into short lines and vary these with different sizes of lettering. The first and last parts of a poster or advertisement impress us the most and are remembered longest; therefore, the "big ideas" requiring emphasis should usually come at the beginning and at the end. Borders are of great importance as they serve to keep the eye movement within a given space and thus help to concentrate attention.

7. *Use illustrations freely.*

A picture or drawing may be used in any of the following ways:

(a) As a graphic representation. In such a case it is valuable in so far as it actually tells a story better than words could do it.

(b) To illustrate a statement made in the wording of the poster.

(c) To create atmosphere or local color. This might apply, for example, to a poster advertising a meeting, but should be used with care; the picture might create a different atmosphere from that desired by the speaker. If a picture is to be used it should be placed so as to attract the eye toward the printed matter on the poster. Silhouettes and marginal sketches are very striking and are often used to good advantage.

8. *Be sparing of statistics.*

These are sometimes valuable, but should be used moderately. They make more impression if used in contrast or comparison with other statistics. As a rule they should be put in sentence form, rather than in statistical tables, or expressed graphically. Occasionally a large number has a certain headline value. For instance, "400,000,000" at the top of a panel referring to China's population, arouses a certain amount of curiosity and makes an immediate impression by reason of its vastness.

9. *Be original.*

Individuality and originality are much to be desired, but freakishness and crudeness are as much to be avoided. The dignity of the subject should never be sacrificed in the effort to make a striking poster.

10. *Be explicit.*

"Choose a method of visualization that is capable of only one interpretation and that the right one."

11. *Tell the truth.*

Never make a statement on a poster without verifying it. One author devotes a whole chapter in his book to the subject of "Honesty" as applied to advertising. This cannot be urged too strongly: In making posters, *tell the truth* first, last, and all the time.

## 12. *Make your poster carry conviction.*

One author, quoted several times herein, says: "Believe in your product and your faith will show itself in your copy." If an advertiser lays this down as a principle for men who are dealing in soap, hardware, and automobiles, what application has it for us, who have a far bigger thing to present to our public?

### **Producing the Poster.**

Anything worth while costs something in money, time or thought—perhaps all three. And anything so worth while as enlarging the horizon of the college campus will require a little money, some time and a good deal of thought.

#### 1. *The Committee.*

Once started, a poster campaign should be carried through with as much "pep" as a Liberty Loan Drive. "Don't start anything you can't finish!" It should be the work of a committee with a vision, a plan and an efficient leader. The chairman, of course, is the general overseer and manager of the campaign and each member of the committee, usually a sub-committee of the Missionary or World Fellowship Department, should have his special part of the work, along one of the following lines:

(a) *Collecting Material.* This needs a research worker who digs up the "big ideas," interesting news, statistics, and other material.

(b) *Drafting the Copy.* This requires someone to work the material into shape and make up the "copy" for graphic presentation.

(c) *Making the Poster.* The actual work of making the poster calls for some degree of artistic ability.

Any college has students who are good at one or all of these specialties. It is the business of the Poster Committee to discover them and set them to work. The Committee should learn to recognize what material to take and what to leave. Experience teaches one how to boil down material into display form.

## 2. *The materials.*

In order that the cause that is being promoted may be presented attractively and emphatically, it is essential that the right kind of materials be used. Otherwise the results may not be artistic enough to command the respect of the critical.

### (1) CARDS AND PAPER.

Various kinds of cards and paper are available. Ordinary show cards, such as are seen in store windows can be obtained from paper houses or printers' shops. These are generally white, but other colors are usually available and are often more desirable. A rough surface, such as one finds on mat boards, is better than the smooth finish of the regular show cards. Most cards of this kind come in the standard sizes of 22"x28" and cost from 15c to 30c apiece. There is another size, not so common, 30"x40". Some very good effects can be produced by using ordinary Manila or wrapping paper. Butcher's paper—the



kind found in butcher shops—may also be used. These papers are very inexpensive and often produce even better effects than show cards or mat boards. Strawboard and card middles may also be used to good effect; these can be obtained at printers' shops very cheaply. Book binders also carry good stock for posters.

## (2) BRUSHES.

To do good work, your artist should have a brush of good quality, one that will hold its shape well. "Any old brush" will not do. Red Sable show-card brushes are the best for all round work. These range in size from two to three-eighths flat stroke, but three or four brushes should be sufficient to cover the work required. The following sizes are suggested: Two, six, twelve, and three-eighths, flat stroke. The cost of such brushes ranges according to size from 20 cents to \$1.50 each. They can be bought at Art or Stationery Shops. Japanese brushes are also excellent for work where a fine point is needed.

## (3) COLORS AND COLOR COMBINATIONS.

Flat surface water colors are best and most convenient to use. They come in bottles at 20c each. About eighteen colors and shades are available. Some of the best makes are Ruxton's Moist Water Colors for poster and show card work; Bissel's Show Card Colors, and Spectrum Poster

Colors. These can be obtained at Art and Stationery Shops. Crayons and shading pens also produce some good effects.

Recently some good posters were exhibited in which the following color combinations occurred. Gray card board; yellow lettering with white edges. Brown Manila paper; hemisphere of the world in white paint, continents in black, orange lettering in wording of poster. Brown Manila paper; hemisphere in orange, continents the color of the paper, lettering in black. Gray card; black lettering, pasted on an inch border of dark green. Brown Manila paper; lettering in white and dark blue, pasted on a border of dark blue. Brown Manila paper; lettering in black and green, pasted on dark green border.

#### (4) READY-MADE ILLUSTRATIONS.

Now and then amateur artists can be found in college who make good, original illustrations and cartoons. These are somewhat rare, but by all means any who may be available should be pressed into service. Considering the probable scarcity of time and talent, the best thing to do is to call heavily upon ready-made illustrations. There are various magazines that will yield good material, but the following are outstanding examples:

(a) "World Outlook," the Organ of the Interchurch World Movement, 18th St. and 6th Ave, New York City, \$2.00. It has world facts and a wealth of missionary pictures. The Poster Committee should subscribe for it, to

## POSTERS AND POSTER MAKING

use for posters. Cut out pictures and paste them on your card in artistic arrangement, letting your artist work out the lettering. Several good things have been done with the World Outlook by committees that knew how to use it.

(b) "Missionary Review of the World," Missionary Review Publishing Company, 156 Fifth Ave., New York City, \$2.50. This is probably the best magazine for missionary information and current events in the mission world. Contains numerous illustrations, maps and charts.

(c) "Asia," Journal of the American Asiatic Association, South and Water Streets, Baltimore, Md., \$3.00. Contains many excellent illustrations and maps.

(d) Denominational Missionary Magazines. Some of these are well illustrated.

### (5) SOURCES OF INFORMATION.

Material should be available from which the necessary facts can be secured. This material should be varied and reliable. In addition to the periodicals named above the following are suggested:

(a) Graphic Series. Ten volumes in magazine style containing some splendid pictorial material, prepared by World Outlook Company, 18th St. and 6th Ave., New York City, \$5.00.

(b) Reconstruction. The Church at Home and Abroad. World Outlook Co., 18th St. and 6th Ave., New York City. Single pamphlet with good poster material.

(c) Survey of Needs. Southern Baptist Convention, 1103 Main St., Richmond, Va.

(d) Survey of Needs, Northern Baptist Convention, Ford Bldg., Boston, Mass.

(e) How Far Can You See? A pamphlet of the Foreign Department of the National Board of the Y. W. C. A., 600 Lexington Ave., New York City.

## POSTERS AND POSTER MAKING

(f) Outline studies of the Foreign Work of the Y. M. C. A. of U. S. and Canada. Condensed facts on various countries. No illustrations. Foreign Department, Y. M. C. A., 347 Madison Ave., New York City.

(g) Foreign Missions Year Book. Published by the Committee of Reference and Council of the Foreign Missions Conference of North America, 25 Madison Ave., New York City. 75 cents.

Many church boards, in addition to those already referred to, publish magazines, pamphlets and leaflets which will yield poster material.

### (6) DISPLAYING THE POSTERS.

The bulletin board should be large enough to hold the standard size poster (22"x28"), without being cramped for space, and should have about the same proportions. If one is not already available on the campus, a good one can be made by mounting a piece of cork linoleum on a wooden background. A thumb tack can be easily pushed into this material and it holds well. It can be secured in brown or green, either of which is a good color for a background. If cork linoleum is not to be found, use soft pine with a covering of burlap. A board presents a better appearance if it has a strip of wood or quarter board as a border.

An attractive heading to remain on the board permanently is a good thing. This heading might be the subject for a series of posters or a general title. On a certain medical college bulletin board the heading for the series was "Doctoring the World," which was taken from one of the covers of the World Outlook.

Pick out the place on the campus which most students pass at one time or another in the course of a few days. That is the place for such a bulletin board.

Have a *system* of running posters. At one college the first of a series read like this: "Keep your eye on this board. New dope every Monday, Wednesday and Friday." This schedule was maintained for a semester without a break and the students got the habit of looking for new posters on the days mentioned. Moreover, the board was kept clear of dead wood, and new ideas were displayed often enough to keep the interest keen. Two days is usually a long enough time to exhibit one poster in a series. If it is left up too long, students stop looking for something new, thinking it is "the same old thing."

### Some Practical Suggestions.

#### 1. *For a Poster Campaign.*

Plan for a sustained poster campaign to run throughout the year. Ideas will stand a better chance of producing a lasting impression if presented logically and with a definite connecting idea in mind, than if given in hit or miss fashion.

In the first place, lay out a plan in the large. Decide what general subjects are to be used and in what order, for a nine months' campaign. Let the plan fit into the general program of religious

## POSTERS AND POSTER MAKING

work for the college year. The posters used during the times in which mission study or missionary giving is being emphasized, could well be an additional stimulus to these campaigns. The following outline is intended only as a suggestion of what might be included in a general plan. Obviously, it covers more than could be presented adequately in a school year and a selection would have to be made.

### (1) NEEDS OF THE NON-CHRISTIAN WORLD.

- a. By Countries.
- b. By Religions.
- c. By Special Subjects.
  1. Industrial Situation.
  2. Social Conditions.
  3. Medical Needs.
  4. Condition of Women.
  5. The Problem of Poverty.
  6. Child Life.

### (2) FORMS OF MISSIONARY WORK.

- a. General.
- b. Educational.
- c. Medical.
- d. Agricultural.
- e. Industrial.
- f. Y. M. C. A. and Y. W. C. A.
- g. Christian Literature.

### (3) EFFECT OF CHRISTIAN MISSIONS.

- a. In Lives of Individuals. Use photographs of distinguished native Christian leaders with suitable quotations.
- b. In Communities. Display pictures "before and

## POSTERS AND POSTER MAKING

after" kindergartens, schools, churches, etc., enter the community.

- c. In National Life. See "The Democratic Movement in Asia," by Tyler Dennett.

### (4) THE FORWARD LOOK.

- a. The Interchurch World Movement.
- b. The Forward Movements of the Churches; "The Centenary Movement" of the Methodists, "The New Era Movement" of the Presbyterians, the "Every Name Campaign" of the Episcopalians, etc.

### (5) STUDENT MISSIONARY ACTIVITIES.

- a. What some institutions are doing to project their Christian influence across the world. Show how some universities are supporting an entire mission: Yale in China, Princeton in Peking, Oberlin in Shansi, etc. A partial list might be given of institutions which are paying the salary of a Missionary.
- b. Distribution by countries of Missionary graduates of the institution, shown on a map of the world.
- c. Definite calls for different types of men and women workers. Write Student Volunteer Movement, 25 Madison Ave., New York City, for a copy of the Bulletin, and the latest urgent calls for workers as received from the Foreign Mission Boards.

## 2. *For Advertising Special Meetings.*

### "HOW FAR CAN YOU SEE?"

Use a Chinese gateway, or some other picture giving a vista of regions beyond. (See cover of booklet with this title, issued by Foreign Department, Y. W. C. A.,

## POSTERS AND POSTER MAKING

600 Lexington Ave., New York City.) Theme of meeting: A Survey of World Conditions.

### "THE DOLLAR ON THE FIRING LINE."

Depict an animated silver dollar (or several of them), doing some of the actual work in a hospital, school or university. Theme of meeting: The work which your institution is supporting, wholly or in part.

### "THE BLACK QUESTION MARK."

Map of Africa, emphasizing its shape as being similar to that of an interrogation point. Theme of meeting: Will Africa become Moslem or Christian?

### "THE BIGGEST REPUBLIC."

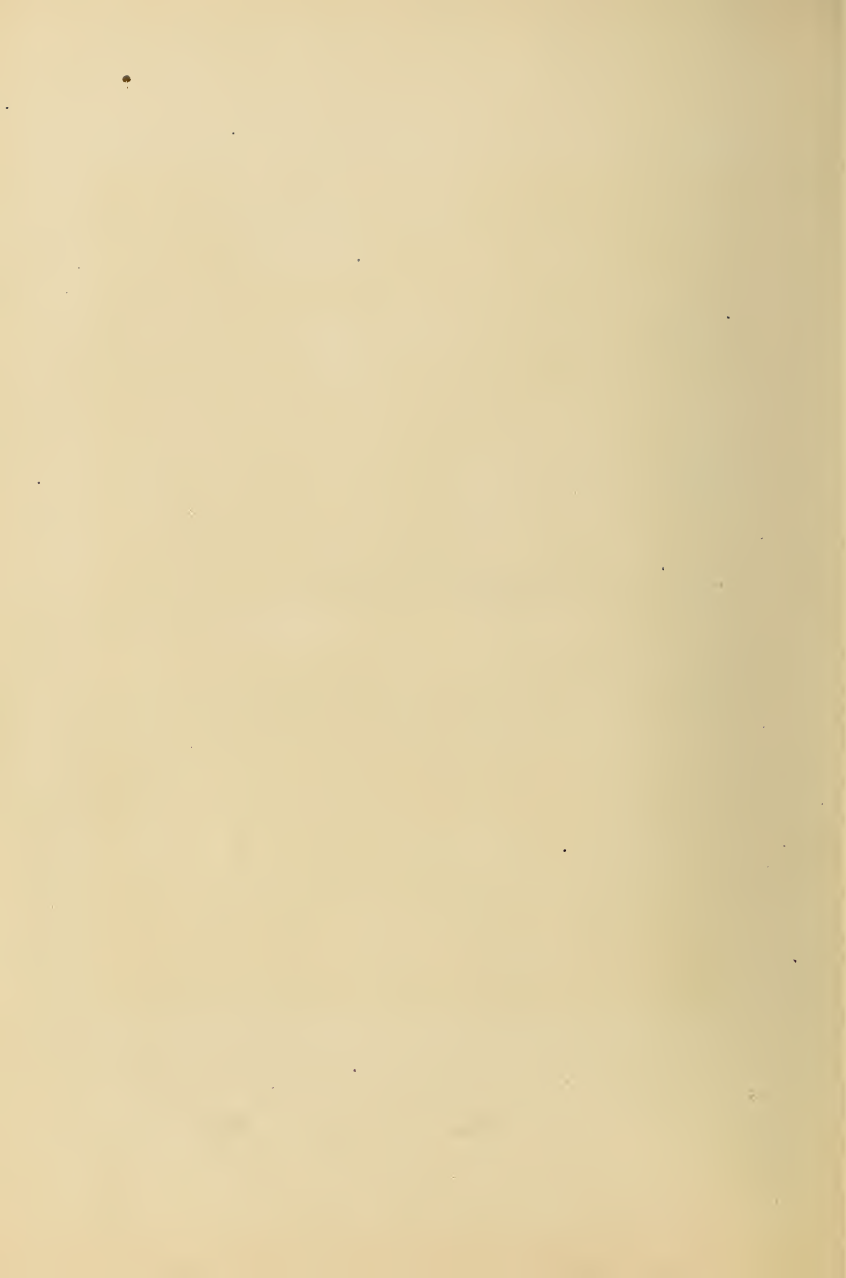
Reproduce map of China in Student Volunteer Movement poster series. Theme of meeting: Democracy in China.

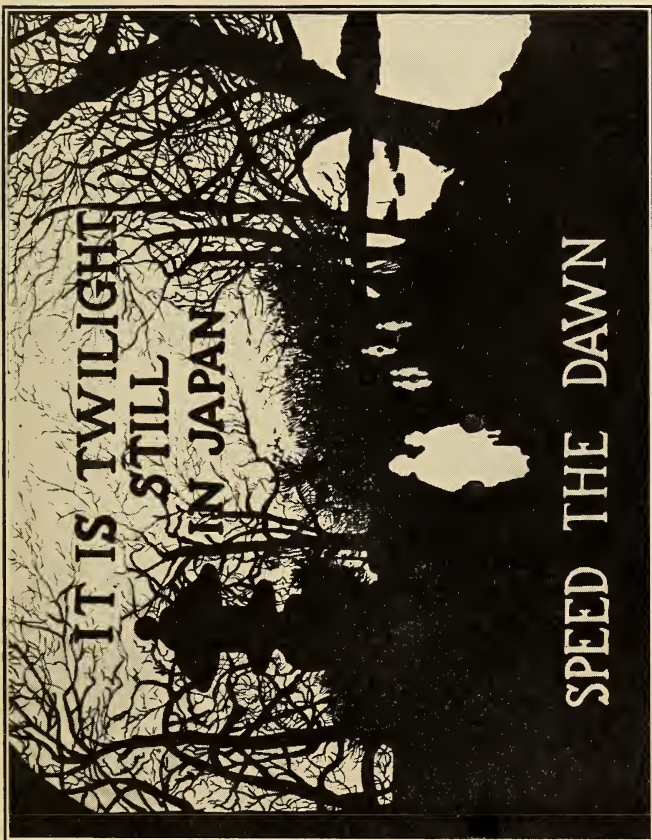
For further suggestions as to topics, see "World Thinking," published by the Student Volunteer Movement, 25 Madison Ave., New York City.

NOTE—The Exhibit at the Des Moines Convention of the Student Volunteer Movement contained a large variety of posters. More than two score of these, representing different types, are reproduced in the official Report of the Convention, together with the material, in condensed form, that was displayed on many others. It will repay poster committees to study these pages of the Report.

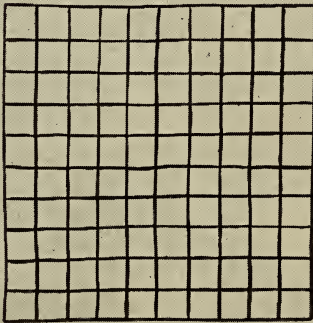


Some  
Typical Posters

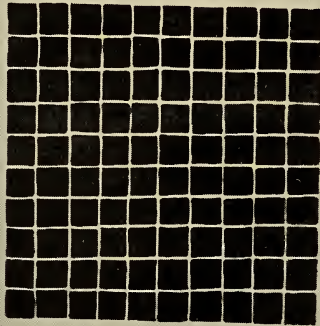




# 100,000,000 PEOPLE



100,000,000 people live in the United States, supplied with churches, schools, and hospitals.



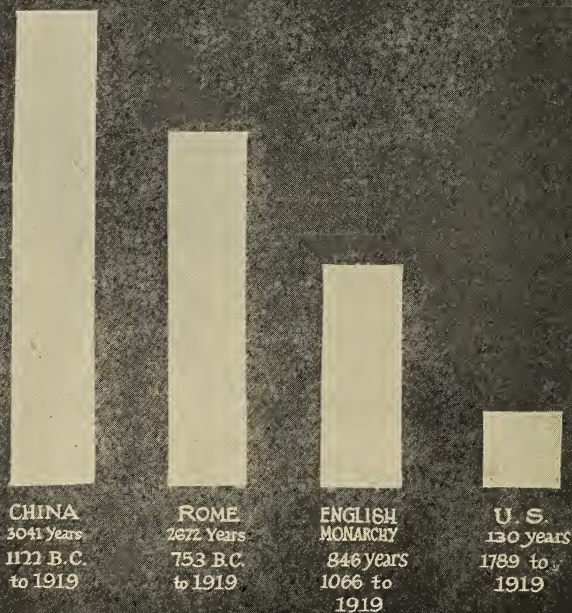
100,000,000 people live in lands unoccupied by Christian Missionaries and outside the plans of any missionary agency.

# THE OLD ORDER AND THE NEW



Egyptian Women haranguing street crowds  
in Cairo, demanding liberty for Egypt.

# COMPARATIVE ANTIQUITY OF CHINA



# 27,000,000 Widows in India

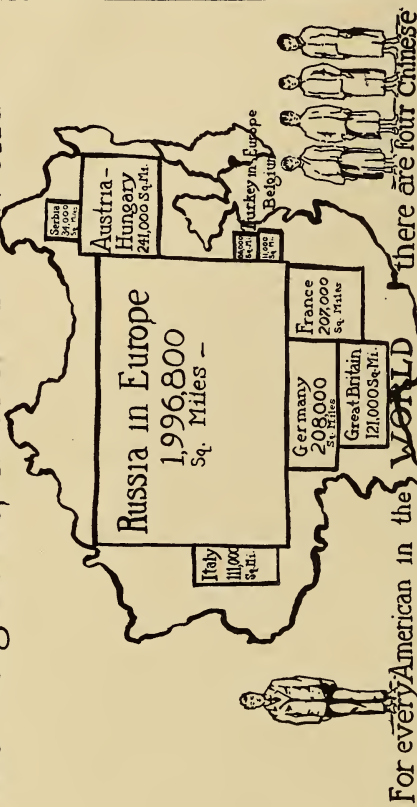
Widowhood  
in India spells  
humiliation,  
loneliness,  
drudgery,  
despair. A  
Widow may  
not remarry.

100,000 of these are under  
ten years of age,  
14,000 are under four years,  
1000 are not yet one  
year old.



27,000,000  
Reasons why we should help

# Safe for Democracy? The Largest Republic In The World

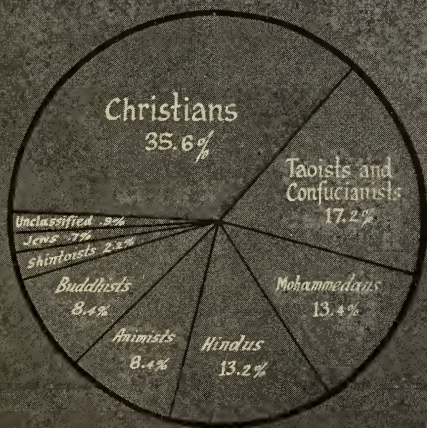


For every American in the WORLD there are four Chinese

## Without the Christian Message China cannot be safe for Democracy

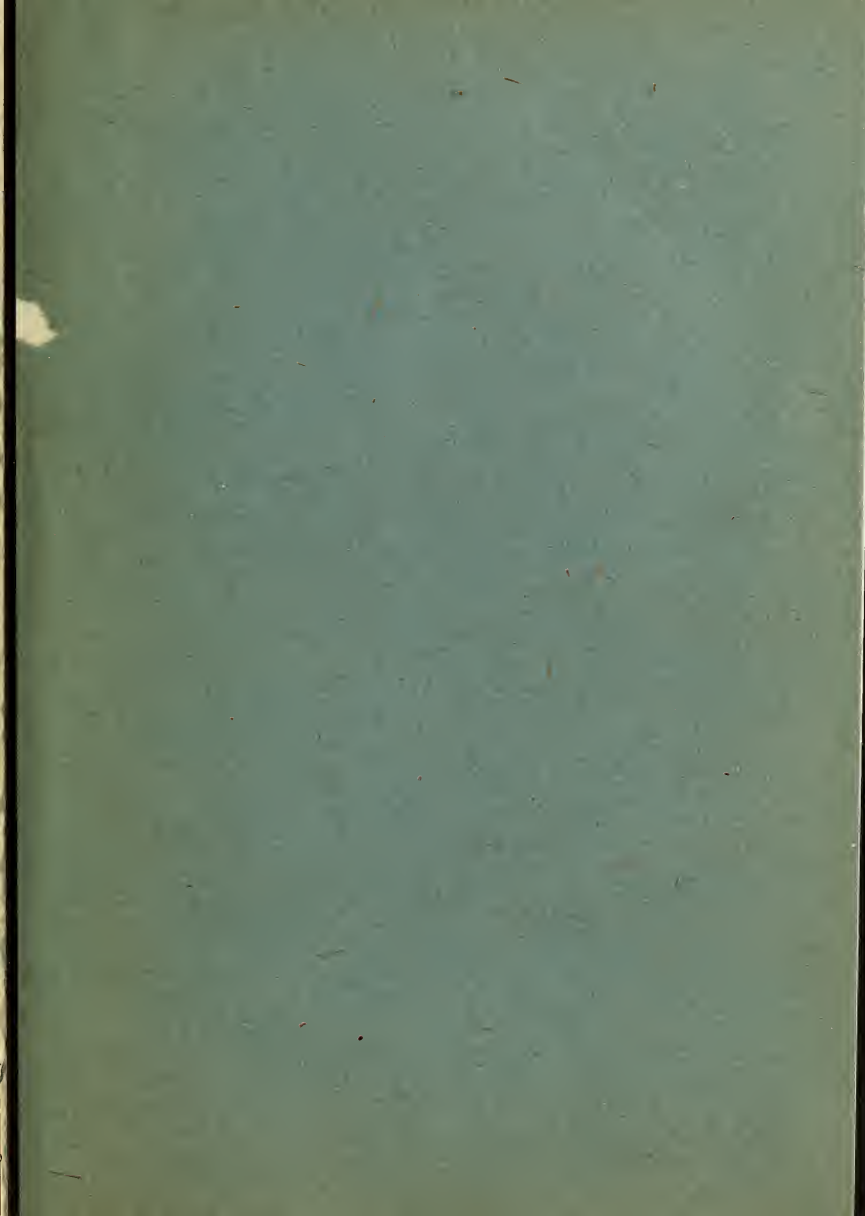


# RELIGIONS OF THE WORLD

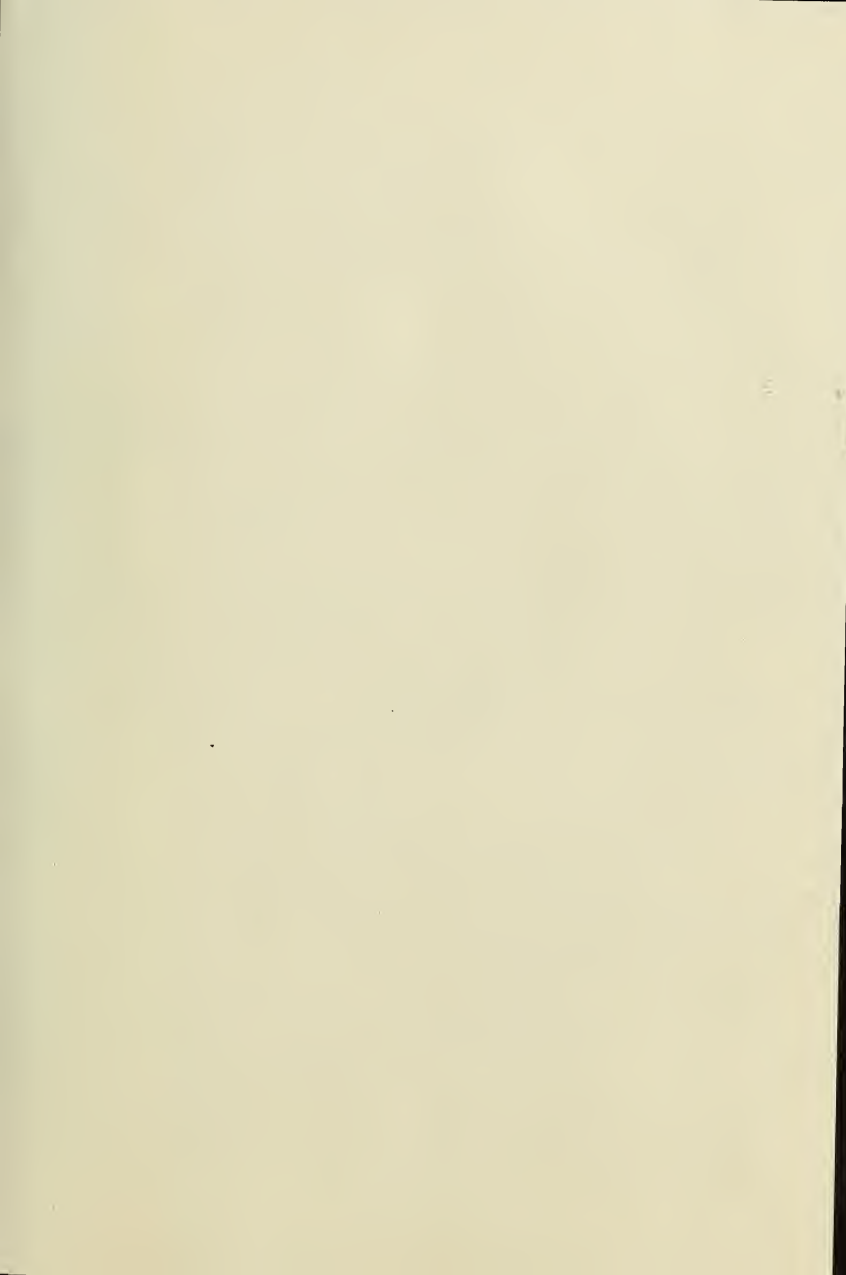




There are 7 Doctors in the City of New York to Every Medical Missionary in the Non Christian World.



H 295 85 1







**HECKMAN  
BINDERY INC.**



**MAR 85**

N. MANCHESTER,  
INDIANA 46962



LIBRARY OF CONGRESS



0 021 183 009 8